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You may not need all the sections shown and you may need to add others. These should mirror the approved page design and structure for the content type in question, with instructions and examples reflecting your organisation’s brand values and content strategy, as well as adhering to SEO best practice and any CMS limitations.

To request other editorial templates or to enquire about our services please contact: **Somaya Bahoussain** [**somayabahoussain@gristonline.com**](mailto:andrewrogerson@gristonline.com) **Tel +44 (0)20 7434 2338**

|  |  |
| --- | --- |
| **First name; surname** | *[eg Sally Smith]* |
| **Job title** | *[eg Principal, Client Services]* |
| **Division** | *[eg Risk practice]* |
| **Office location** | *[eg London]* |
| **Email address** | *[eg firstname.surname@xyzconsultants.com]* |
| **Direct tel (office) inc code** | *[eg +44 (0)1234 567890]* |
| **Mobile** | *[eg +44 (0)7777 567890]* |
| **Social media profile links** | *[eg Bulleted list with 1. LinkedIn profile; 2. Twitter; 3. Other relevant network]* |
| **Profile picture** | *[Intranet ref]* |
| **Profile summary** | *[Max. Xx words. A vibrant summary of how you want to be seen by clients and the impact you make. Use third person and active voice eg ‘Sally is… She develops…’. Include key search terms/phrases you want to be found for in the language your clients would use]* |
| **Quotation** | *[Xxx words testimonial from a client, summarising your attitude and approach and what distinguishes you in your work]* |
| **Main area(s) of practice** | *[Xxx words on your main area/s of expertise (service & sector), key challenges you deal with]* |
| **Clients** | *[Xxx words outlining the kind of clients you help in your main area of expertise]* |
| **Significant experience** | *[Xxx words total. Bulleted list showcasing three examples of the kind of client projects you specialise in and/or want to be known for, and key achievements]* |
| **Other expertise** | *[Xxx words detailing additional areas of expertise and key achievements in this area]* |
| **Sector expertise** | *[Xxx words bulleted list which should translate directly into the services / sector pages. This will be hyperlinked to these service / sector pages]* |
| **Publications** | *[Max Xx links to recent, relevant articles / reports you would like to feature on your profile]* |
| **Accreditations/ certifications** | *[Bulleted list of relevant professional accreditations eg Certified Risk Manager]* |
| **Career path** | *[Max Xxx words detailing length of service, previous significant experience and relevant academic qualifications]* |
| **Memberships** | *[Bulleted list of professional memberships]* |
| **Charitable work/ CSR** | *[Max Xxx words detailing participation in charitable work, community or CSR activity]* |
| **Interests** | *[Max Xxx words detailing interests outside work]* |

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